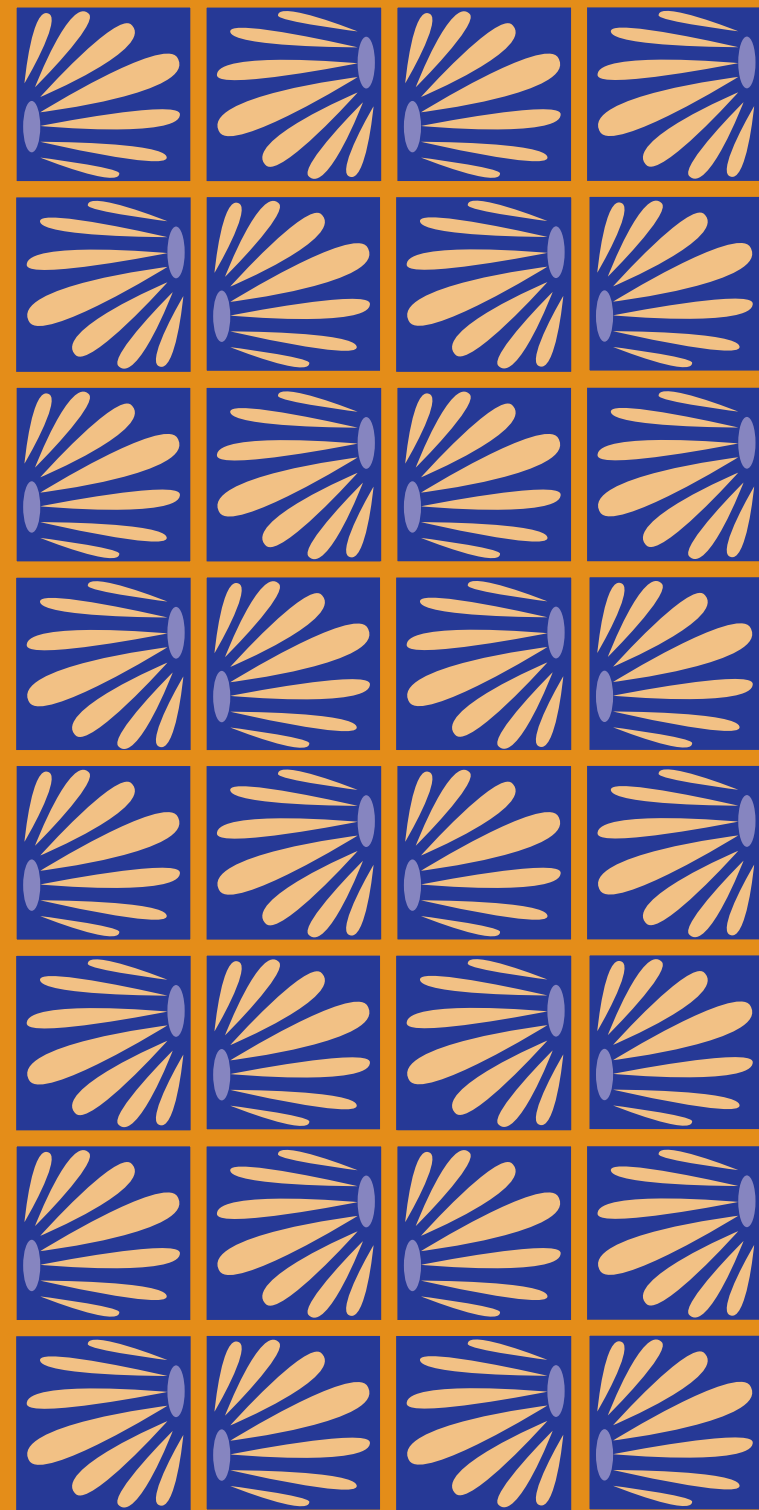


An Introduction to Advocacy

TRAINING GUIDE

Ritu R. Sharma

Support for Analysis and Research in Africa (SARA)
Health and Human Resources Analysis in Africa (HHRAA)
USAID, Africa Bureau, Office of Sustainable Development




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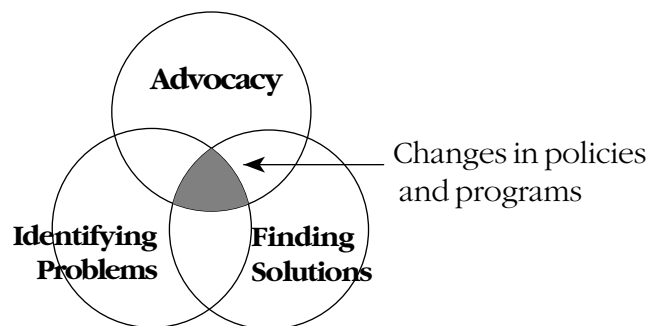
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Foreword

Why an Advocacy Training Guide?

Over the past few years, the SARA Project has worked with several African institutions and partners to generate research findings and present information to decision makers in appropriate forms. Recognizing that this has not been enough to change policies and programs, a SARA study, ***Knowledge Utilization and the Process of Policy Formation***, reviewed the process of policy change, and identified the three activities that converge to produce changes in policies and programs: identifying problems, finding solutions, and advocacy. While defining problems and exploring alternative solutions have long been used to promote change, the need for systematic and iterative advocacy in this process has been less well understood. The diagram shows that the advocacy process is critical in precipitating changes in policies and programs.



Recently, researchers, managers, NGO personnel, and other concerned groups and individuals have found it necessary to become advocates, but they often have little knowledge of or training in the subject. As we and our colleagues in Africa recognized more fully the need for advocacy, we looked for introductory materials that could be easily adapted and used at low cost in different local settings, but found few.

This ***Introduction to Advocacy Training Guide*** provides the tools for people to start engaging in the advocacy process, and is thus designed to:

- ◆ inform a diverse audience of potential advocates about advocacy and its methods;
- ◆ build some basic skills in advocacy;
- ◆ increase the use of available data to inform the advocacy process;
- ◆ give confidence to those who are embarking on advocacy efforts;
- ◆ encourage the democratic process by providing people with the skills to make their voices heard.

Who will find the *Guide* useful?

The ***Guide*** should be useful to people in all sectors who wish to improve policies and programs through advocacy. Potential users may be:

- ◆ professional institutions, associations and networks;
- ◆ researchers interested in promoting their findings;
- ◆ program managers who wish to influence their agencies and/or the public;
- ◆ NGOs or community organizations;
- ◆ ad hoc groups that may form to address particular issues;
- ◆ training institutions or groups that work with potential advocates.

How can the *Guide* be used and adapted?

Although the ***Guide*** is written primarily for use in training sessions, it can also be used by potential advocates as a tool to help them start their own advocacy work.

- ◆ Selected chapters can be used for one or two-day sessions that can be added to meetings or conferences to give a general orientation on advocacy.
- ◆ Institutions, networks, or associations can use it with their staff and members as a guide to help plan particular advocacy campaigns.
- ◆ Researchers can use it to plan the dissemination of findings on particular issues.
- ◆ It can be used for pre-service training, using simulated issues for advocacy.
- ◆ Any or all examples in the Guide can be replaced by examples from other sectors.

We hope that this ***Introduction to Advocacy Training Guide*** will enable diverse groups in Africa and elsewhere to participate more effectively in the challenge of making policies and programs more responsive to the changing needs of individuals, families and communities.

Suzanne Prysor-Jones
SARA Project Director

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